

## LEDNOVATION BROADENS ENHANCELITE® OMNIDIRECTIONAL A-LAMP LED OFFERINGS

### New 75W & 100W LED equivalent replacement omnidirectional A-lamps add to existing A19 60W.

Sep 28, 2012 -- LEDnovation, a leader in innovative design and product quality of LED lighting and replacement bulb technology, today introduced 75 and 100 watt comparable versions of its EnhanceLite® Omnidirectional A-lamps. The new versions of the revolutionary series of retrofit A-lamps, the LEDH-A19-75-1-27D-IO and LEDH-A19-100-1-27D-IO, offer 1,150 lumen and 1,600 lumen output, respectively, at a warm 2700K color temperature. Delivering dramatic energy-savings these LED bulbs are ideally suited for applications such as table lamps, wall sconces, hanging pendants, ceiling lamps and other luminaires and fixtures.

As always from LEDnovation, these new Omnidirectional A-lamps focus on innovation to achieve premium quality lighting. The new 75 and 100 watt equivalent omnidirectional lamps offer the best efficiency, light and color rendering index available on the market today. The rich color, passive thermal and optical design creates optimal solutions for most retrofits.



Describing the new lamp, Israel J. Morejon, CEO of LEDnovation, stated, "The industrial design of the LEDnovation A19 lamp can be summed up in two words: sophisticated elegance. LEDnovation has found the point where beauty in design meets form following function. The flow of the sleek fins up the side of the dome effectively cools the lamp and provides a profile that simply makes sense. Staying very close in shape to a traditional incandescent lends an air of familiarity to the LEDnovation Omni. LEDnovation A lamps utilize a diffusing dome very close to spherical shape that results in bright, pleasant warm light that is distributed evenly over the entire white orb. In addition, the 75W weighs 3.8 ounces which makes it the lightest in the industry. This is in stark contrast to competition lamps that are too large, weigh too much, don't look like normal lamps and don't adhere to a harmonious design concept."

#### **Key Specifications:**

- 1,150 lumen output for the 75W comparable with only 13.7W power consumption
- 1,600 lumen output for the 100W comparable with only 19.0W power consumption
- Both lamps have an efficacy of 84 lumens/watt
- 2700K warm white Color Temperature (CCT) with a Color Rendering Index (CRI) greater than 90
- Strong deep-red rendering/saturation R9 > 90
- Dimmable to 5 % on most dimmers
- Power factor greater than 0.90

Mr. Morejon continued, "At LEDnovation, we believe in thinking differently. We continue to push the technology envelope by achieving lamp efficacies and CRI well in excess of the marketplace. Many times over our customers come back enthralled by the result of their energy savings. These savings are significant and stem not only from LED lighting but also a corollary reduction in the HVAC impacts due to the LEDnovation lighting retrofit. This results in a strong ROI that improves the bottom line."

All LEDnovation lamp models are tested for photometric performance in accredited third-party labs according to IES LM-79 requirements. Please visit our website to view the reports. All lamps meet UL 1993 safety standard. The EnhanceLite® Omnidirectional A19 lamps are rated for a 50,000-hour lifetime and carry an industry-leading 5-year warranty. The EnhanceLite® LEDH-A19-75-1-27D-IO is starting production in early November 2012. The EnhanceLite® LEDH-A19-100-1-27D-IO is starting production in Early January 2013.

### **About LEDnovation - Change without compromise**

Offering a full spectrum of LED-based replacement lamps, LEDnovation is leading innovation in the field of solid state lighting. Solid state, or LED lighting generates light from complex semiconductor materials, eliminating much of the wasted energy that has been inherent to electric light-generation for over a century. By combining multi-disciplinary strengths in LEDs, electronic systems, power supplies, thermal and optics design, LEDnovation has succeeded in developing some of the highest efficacy LED replacement lamps available, offering a winning business case and rapid return on investment to commercial clients and property operators. The company is headquartered in Tampa, Florida and manufactures its products in North America.

For more information, visit <http://www.LEDnovation.com>

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